

## **FOR IMMEDIATE RELEASE**

### **Organizations that Reduce the Cost of Providing Quality Healthcare to be Honored at ABL's 2008 ABBY Awards**

Orange, CA, November 30, 2007... For the tenth year, nominations of medical and information technology companies, as well as healthcare provider organizations that are applying innovative approaches to reducing the cost of quality, accessible healthcare are being accepted for the ABBY Awards. Over the past nine years, 31 companies and 2 individuals have been awarded, respectively, the ABBY or "Leadership in Innovation" Award at the Adaptive Business Leaders (ABL) Organization's annual *Innovations in Healthcare*<sup>SM</sup> Awards Ceremonies. This year's Event will be held on April 23, 2008, at the Westin Hotel in Costa Mesa, California.

To qualify for consideration, nominated companies or divisions must have a product, service or application of technology that is currently approved for use and/or in the marketplace, or an innovative process with proven success metrics, that is lowering the cost of delivering quality, accessible healthcare. Nominated companies should fall into one of three categories: Innovations in Medical/Bio-Technology; Innovations in Healthcare Information and Telecommunications Technology; or Innovative Approaches to the Delivery of Healthcare.

All nominations must be submitted by Friday, January 11, 2008 to the ABL Organization via the Nomination Form accessible from [www.abl.org](http://www.abl.org)'s Home Page. Nominated companies must have the concurrence of the company's CEO (or division head) and this person must be available to present their organization's "innovation in healthcare" in person at the April 23, 2008 event.

All qualifying nominees will have the opportunity to exhibit their innovation during the April 23 event's lunch, breaks and reception. Previously nominated companies and/or divisions are encouraged to resubmit their nomination, as long as they have not previously won an ABBY and have not been an ABBY Finalist in the past two years.

Nominations will be reviewed in January by ABL's *Innovations* Finalist Selection Committee, from which nine will be chosen as Finalists to present at the April 23 *Innovations In Healthcare*<sup>SM</sup> Awards and Event Ceremony. Event attendees will then vote to determine who wins the 2008 ABBY Awards.

For the past nine years, at ABL's *Innovations in Healthcare*<sup>SM</sup> Awards and Event, healthcare industry leaders have honored the organizations whose products and services are judged to be the most innovative, with proven metrics assuring their cost-effective quality. Past ABBY Award winners and nominees have included companies that have made breakthroughs and transformative advances in medical devices, diagnostics, therapeutics, information technology, and electronic solutions, as well as organizations that have applied innovative systems and technology in providing care, enrolling beneficiaries, and reducing healthcare costs. Among the winners have been Sutter Health, Kaiser Permanente, eV3, Inc., Care Level Management, Aperio Technologies, MicroVention, and I-Flow.

Attendance at the Tenth Annual *Innovations in Healthcare*<sup>SM</sup> Awards and Event Ceremony is open to senior executives of therapeutic, diagnostic, medical device and healthcare information and services firms, as well as all ABL Members. For more information about it and/or the ABL Organization, please contact Winnie Tse or Laura Grant at ABL at (714) 245-2400 or visit its website at [abl.org](http://abl.org).

#### **About the Adaptive Business Leaders Organization:**

ABL is celebrating its 25th year of helping health and technology leaders grow great companies through its CEO Round Tables and frequent Events. In monthly, confidential collaborative forums, ABL Members share with each other proven and innovative approaches to growing their

businesses, helping each other capitalize on market trends and opportunities, assuring they are well positioned for corporate and personal success.

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Adaptive Business Leaders (ABL) Organization